



FOR IMMEDIATE RELEASE

February 28, 2008

FACT SHEET

MAYOR ANNOUNCES NEW PROGRAM TO IMPROVE WATER QUALITY IN SAN DIEGO BAY, MISSION BAY AND LA JOLLA SHORES

PILOT STUDY WILL GAUGE EFFECTIVENESS OF INCREASED STREET SWEEPING FOR PREVENTING POLLUTION OF CITY'S STORM WATER DRAINAGE SYSTEM

Mayor Sanders today announced that the City will be stepping up its street sweeping efforts to help reduce pollution entering San Diego Bay, Mission Bay and the ocean off La Jolla Shores. The new pilot study will provide more frequent street sweeping in the developed areas that drain into these waters. The goal of the pilot study is to determine if increased street sweeping can help the City better comply with local, state and federal Clean Water regulations.

PILOT STUDY TO BE IMPLEMENTED IN THREE PHASES

The increased street sweeping pilot study is intended to significantly reduce the amount of trash, debris, and other harmful pollutants, such as metals, entering local waters after washing down from the City's roadways. The pilot study is expected to last 24 months and will be implemented in three phases.

- **Phase I begins on April 1, 2008** and will include the Chollas Creek Watershed communities of Greater North Park, Normal Heights, Kensington-Talmadge, City Heights, Logan Heights, and Memorial.
- **Phase II begins on April 14, 2008** and will include the Clairemont Mesa, Kearny Mesa, and Linda Vista communities surrounding the Mission Bay watershed.
- **Phase III will begin on September 2, 2008** and will include the La Jolla, University, Torrey Pines, and Torrey Hills communities draining into the La Jolla Shores watershed.

Each phase of the pilot study will include increased sweeping of routes in both commercial and residential areas. The City will be employing new vacuum assisted sweepers as part of the pilot effort and will be communicating the increased frequency of sweeping and the new sweeping schedules to the affected communities.

PILOT STUDY SCHEDULED TO RUN THROUGH MAY OF 2010

| Pilot Study Activity | Phase I | Phase II | Phase III |
|---------------------------------------|---------------------|---------------------|---------------------|
| Display Ads & Legal Notices | 03/03/08 – 03/28/08 | 03/03/08 – 04/11/08 | 08/01/08 – 08/29/08 |
| Distribute Door Hangers | 03/03/08 – 03/28/08 | 03/17/08 – 04/04/08 | 08/11/08 – 08/29/08 |
| Install & Uncover Signs | Uncover by 03/28/08 | 03/03/08 – 04/11/08 | 06/30/08 – 08/29/08 |
| Pilot Sweeping Schedule Begins | 04/01/08 | 04/14/08 | 09/02/08 |
| Conduct Monitoring | 04/01/08 – 05/2010 | 04/14/08 – 05/2010 | 09/02/08 – 05/2010 |
| Pilot Sweeping Schedule Ends | 05/2010 | 05/2010 | 05/2010 |
| Prepare Findings & Final Report | 05/2010 – 06/2010 | 05/2010 – 06/2010 | 05/2010 – 06/2010 |

NEW EFFORT PART OF MAYOR’S LARGER WATER QUALITY IMPROVEMENTS STRATEGY

The new pilot study is part of Mayor Sanders’ ongoing effort to reduce water pollution and maintain the City’s compliance with water quality regulations. The program was developed as part of the City’s *Strategic Plan for Watershed Activity Implementation* completed in November of last year. The plan outlines a process to identify activities that can be implemented to meet multiple storm water regulations in an integrated and efficient manner. A full copy of the plan can be found at www.sandiego.gov/thinkblue/programreports/index.shtml.

The pilot study announced by the Mayor is designed to investigate the impact of two different improvements to the City’s street sweeping program. First, the City will investigate the most efficient sweeping frequencies for both residential and commercial areas. Second, the City will compare its existing mechanical sweepers with newly acquired vacuum-assisted sweepers to determine which one is more effective in removing pollutants, especially harmful metals, off of City roads.

LOCATIONS FOR PILOT STUDY BASED ON CAREFUL MONITORING

Locations for the pilot study were selected based on monitoring data showing that these areas that have a high potential for metal contaminants. These areas typically have, or are near, high concentrations of industrial and commercial facilities and/or are crisscrossed with heavily traveled major streets.

The Storm Water Pollution Prevention Division and the Street Division have been working together, in conjunction with other City operations, to plan, implement, and eventually assess the findings to be derived from this pilot study. The findings will allow the City to make better choices for its pollution prevention efforts in the future.

NEW SIGNS AND NEW ROUTES TO BE UNVEILED AS PILOT STUDY PHASED-IN

The City will be installing and unveiling new signs describing parking restrictions necessary to increase the frequency of street sweeping during the pilot study. The City will also be communicating the change in schedule via advertising in community press and with door hangers for homes in the affected areas.

In the communities of Greater North Park, Normal Heights, Kensington-Talmadge, and City Heights, the City's Street Division has installed over 1,000 new signs along the Phase I pilot study route. These signs will remain covered until the April 1, 2008 sweeping start date of the Phase I pilot study route. Notification will be given beginning on February 28 to the residents in the areas affected by the pilot study.

For the duration of Phase I, segments of several preexisting commercial and residential street sweeping routes will be combined to constitute new pilot study routes. The existing routes are now typically swept on a once-a-month or once-a-week schedule. Sweeping along the new combined routes will temporarily increase to twice a week. The commercial and retail areas included in the pilot study (sections of University Avenue and El Cajon Boulevard) will be swept from 2 am to 6 am. The residential areas (including Wightman Street and Meade Avenue) will also be temporarily swept twice a week between the hours of 8 am and 11 am.

During Phase II, the sweeping frequency for the pilot study's commercial route (including Genesee Avenue and Balboa Avenue) will not change. The residential route – the Mount Abernathy Avenue neighborhood bounded by Kesling Street and Thornwood Street both north and south of Balboa Avenue – will have sweeping temporarily increased from once a month to twice a month.

For Phase III sweeping now provided once a week will increase to twice a week for the pilot study area in the La Jolla, University, Torrey Pines, and Torrey Hills communities. The principle roads to be swept will include Hillside Drive, La Jolla Shores Drive, Calle del Oro, Torrey Pines Road, La Jolla Parkway, and Sorrento Valley Road.

For additional information regarding the street sweeping pilot study and other water quality improvement programs, please see the Think Blue website at www.ThinkBlue.org or call the Storm Water Pollution Prevention Division at (619) 235-1000. City staff will answer any questions that residents or businesses may have about the pilot study and are available to attend community and stakeholders meetings, as requested.